WHAT SCHOOL ADMINISTRATORS CAN DO

Flyers
In the school counselor/principal/nurse and coaches’ offices. Posted in every classroom.

Webpage
Update your school’s counseling or student wellness webpage to include ‘Text HELLO to 741741’

Student IDs
Advertise this resource on the back of student IDs.

WHAT STUDENTS CAN DO

Chalk Campaign
Write the number on sidewalks, in the parking lot, and on whiteboards in classrooms...every week.

Campus Clubs & Publications
Activate student groups to spread the word. Write an article about Crisis Text Line and the data at crisistrends.org in the school newspaper. Create a recurring ad in the newspaper promoting the resource.

WHAT PARENTS CAN DO

Your Community
Be an advocate at your kid’s school. Share this flyer with school leaders. Table at farmers markets and community events.

Share 741741 with Your Kids
Tell them about it. Maybe even just subtly put a flyer on the fridge.

Announcements
Include 741741 or Crisis Text Line’s PSA video on morning video announcements.

Social Media
Post on Twitter, Tumblr, and Facebook so that your friends know where to turn in crisis: Text HELLO to 741741!

Bathrooms
Post stickers with resource in every bathroom stall.

Assemblies
At an upcoming student assembly or PTSA night, have people take out their phones and enter 741741 to their contacts.

Volunteer
Become a volunteer Crisis Counselor. We promise you will feel the impact you are making every single shift. Best of all, you can do it from your couch! Visit crisistextline.org/volunteer.

CrisisTextLine.org